

CITY OF BEVERLY HILLS
MINUTES – SPECIAL STUDY SESSION
June 30, 2015
2:30 p.m.
City Council Chambers

PRESENT: Mayor Gold
Councilmember Brien
Councilmember Bosse
Councilmember Krasne
Mahdi Aluzri, Interim City Manager
David Lightner, Deputy City Manager/Director of Capital Assets
Laurence Wiener, City Attorney
Lolly A. Enriquez, Chief Assistant City Attorney
Byron Pope, City Clerk
Ken Pfalzgraf, Parks and Urban Forest Manager
Donielle Kahikina, Deputy Director of Public Works Services/Operations Support
Michael Foxen, Police Lieutenant
Gisele Grable, Community Services Administrator

Oral Communication:

1. Lionel A. Ephraim, LeFaubourg, St. Louis HOA

A – DIRECTION

1. **Recommendation from the CVB/Marketing Committee Regarding the Fiscal Year 2015-2016 Scope of Work and Funding Request from the Rodeo Drive Committee**
Provides a recommendation for the RDC's FY 2015-2016 scope of work for marketing and special events for Rodeo Drive.

Marketing & Economic Sustainability Manager Megan Roach gave a brief background on the item then introduced Mark Tronstein, President of the Rodeo Drive Committee (RDC). Mr. Tronstein presented an overview of the Committee's FY 14-15 accomplishments and provided a breakdown of the proposed FY 15/16 \$1,000,000 budget breakdown.

Mayor Gold noted the success of the RDC's efforts and commented in support of keeping the Los Angeles International Airport (LAX) arrival terminal banner after its expiration. Councilmember Krasne agreed with Mayor Gold and asked if the banner can be changed to a LED display that can rotate advertisement specific to Beverly Hills. Mr. Tronstein indicated that although he is unaware of the cost, an LED display is a possible option and if it cannot be done, the art work on the banner can be changed.

Council approved the funding.

2. **Ad Hoc Committee Recommendation for FY 2015/2016 Legal Notices and Advertising**
Requests City Council concurrence to award bid and implement contract(s) for local adjudicated newspapers eligible to publish legal notices and advertisements for Fiscal Year 2015/2016.

City Clerk Byron Pope presented the recommendations from the Ad Hoc Committee composed of Mayor Gold and Councilmember Bosse.

Speaking:

1. Josh Gross, Beverly Hills Weekly

Councilmember Brien asked Mr. Pope why the bid amounts are higher than the Consumer Price Index (CPI). Mr. Pope reminded Council that there haven't been any significant price increases in prior years. He confirmed that the fund requests include legal advertisement and anticipated that based on prior years' expenses, the amount requested would be sufficient. Mayor Gold indicated that he would like a discussion regarding the requirement of annual audits prior to the bidding process for the next fiscal year.

Council agreed to a 65%/35% split, award the bid to the Beverly Hills Courier and contract with the Beverly Hills Weekly. The item will be placed on the July 21, 2015 City Council Formal meeting for adoption.

3. Artificial Turf and Landscaping Alternatives for Residential Front Yards and Parkways

This report provides additional information previously requested by the City Council with regards to the use of artificial turfgrass in residential front yards and City parkways as a means of achieving water use reduction mandates.

Parks and Urban Forest Manager Ken Pfalzgraf presented additional information on the item which was originally requested by Mayor Gold at the May 18, 2015 Council Study Session. Mr. Pfalzgraf provided his recommendations then asked for Council direction on modifications to current municipal code and water restrictions.

Speaking:

1. Sandra Aronberg
2. Chuck Aronberg

Councilmember Krasne spoke in support of grandfathering front yard artificial grass that follows the guidelines discussed in Mr. Pfalzgraf's presentation. Interim City Manager Mahdi Aluzri pointed out that artificial grass in front yards is currently illegal and therefore would be difficult to grandfather. Councilmember Bosse expressed concern that a fixed watering schedule will not fit the variety of irrigation, plants and landscaping needs.

Council expressed support for the use of organic mulch, did not support installation of artificial turf on City parkways and favored maintaining current height restrictions. Council also recommended that the Planning Commission review and define specifications to protect trees and asked staff to bring the Commission's recommendations back to Council within 30 days.

4. Demonstration Garden Concepts for Maltz Park and Sunset Reservoir

This report transmits preliminary design concepts for Maltz Park and Sunset Reservoir to serve as demonstration gardens to show how lawn alternatives can be used.

Deputy Director of Public Works Services/Operations Support Donielle Kahikina presented the item, asked for Council direction on the conceptual designs and budget forecast, and then introduced Pamela Berstler of Green Gardens Group (G3). Ms. Berstler presented the conceptual designs for both sites.

Mayor Gold asked Council for comments and questions specific to the concept of creating demonstration gardens rather than to the presented designs. Councilmember Bosse pointed out that City Hall is an existing demonstration garden. Ms. Kahikina stated that staff can work on promoting and providing more information on the City's landscape design.

Council did not approve the request.

5. Restricting Mobile Billboards within the City of Beverly Hills
Item First Agendized June 8, 2015

Staff seeks City Council direction on the restriction of mobile billboards within the City.

Item not discussed.

6. Photo Red Light at Intersection of Beverly Dr./Olympic Boulevard

Staff seeks City Council direction on adding additional Photo Red Light Enforcement cameras at the Beverly Dr./Olympic Intersection.

Lt. Michael Foxen presented the item and asked for Council consideration to amend the current contract with Xerox State and Local Solutions to include two photo red light enforcement services at the intersection of Olympic Boulevard and Beverly Drive (eastbound and westbound).

Council approved the request.

7. Vanity Fair Annual Oscar Party 2015 AND 2016 Events

Provides a recap of the 2015 event and a confirmation of the 2016 event date and details.

Community Services Administrator Gisele Grable presented the item and asked for Council direction on the dates requested for years 2016 and 2017.

Councilmember Krasne spoke about her positive experience at the 2015 event. Ms. Grable confirmed that Vanity Fair will pay all permits, fees, and other things associated with the event.

Council approved the request.

B – ADDITIONAL ITEMS TO CONSIDER (TIME PERMITTING)

None

C – INFORMATION

8. Beverly Hills Drought Tolerant Garden Handbook

This report transmits the draft Beverly Hills garden handbook which highlights drought tolerant plant alternatives.

Item not discussed.

9. Agreement with Culver City Fire Department for Use of Training Tower

This report communicates to the City Council that the Beverly Hills Fire Department is entering into an agreement with the Culver City Fire Department in the amount of \$10,000 for use of their training tower. The tower serves as our fire personnel's primary training venue to simulate various rescue scenarios that cannot be duplicated in the City.

Item not discussed.

10. Joint Powers Agreement Between the City of Beverly Hills and the Beverly Hills Unified School District – Annual Report

Pursuant to Section 7 of the Joint Powers Agreement between the City of Beverly Hills and the Beverly Hills Unified School District, prior to the beginning of each fiscal year, the Director shall provide a report to the City Manager and the District Superintendent on each party's compliance with this Agreement for the prior year.

Item not discussed.

11. Announcement of the Selected Members for the Next Team Beverly Hills Program

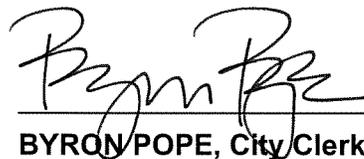
Provides the names of applicants selected to participate in the 2015-2016 program of Team Beverly Hills, an educational program for residents, which begins in October 2015.

Item not discussed.

The Study Session recessed at 4:52 pm to the Closed Session to discuss items that are identified on the agenda that has been prepared for the meeting.

PASSED, Approved and Adopted

this 21st day of July, 2015


BYRON POPE, City Clerk

JULIAN A. GOLD, M.D., MAYOR

This meeting was televised on City of Beverly Hills Municipal Government Television Access, BHN/10, Time Warner Cable.